

# Annual Index ■ Volume 7 ■ 1972

## *Medical Marketing & Media: January-December*

### ARTICLES

#### ADVERTISING

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by *Joel D. Lauber*. October, page 40.

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So has  
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### **Drug Advertising and Drug Abuse**

by John Kallir. November, page 30.

"Since there exists such widespread confusion about drugs, it is not surprising to encounter further confusion in statements about drug advertising. . . . How accurate, then, is the claim that the mass media are responsible for today's drug culture?" Mr. Kallir points out that the pharmaceutical industry is "keenly and constantly aware of their responsibilities."

### **AUDIOVISUAL MEDIA**

#### **Cable and Cassette**

by Jay E. Raeben. January, page 16.

The president of Visual Information Systems presents his view of the role and the responsibility of the advertising agency and of the manufacturer in developing video for pharmaceutical product promotion

#### **Closed Circuit Television as a Medical Event**

by Susan Meister. June, page 19.

"To communicate, we must have both deep knowledge and strong motivation: for concentration of talent and energy alone attract an audience. Closed circuit television as an event surely gives us all this, if managed properly."

#### **Communicating With Film**

An interview with William Jersey and Frank Cursley. December, page 14.

MMM sought out William Jersey, one of today's leading documentary film makers and asked why he was so interested in making medical films; what is their place in the current audiovisual market?

### **DIRECT MAIL**

#### **Direct Mail in the Marketing Mix**

by Irwin C. Gerson. March, page 9.

"Next to the face-to-face meeting between the salesman and doctor, direct mail is the best dialogue medium available to the pharmaceutical industry. . . . To us, as professionals, the challenge is to utilize direct mail. . . . Our goals are simple: How good can we make it? How provocative? How compelling?"

### **GOVERNMENT**

#### **Legislation—1972**

by Raymond D. McMurray, J.D. May, page 14.

The counsel for the Pharmaceutical Advertising Club, and a partner in his own law firm in Washington, D.C.: "What the future will bring is almost unpredictable on a specific basis; but one thing that can be predicted is that FDA and other agencies will continue to be active in the protection of the benighted consumer. . . ."

### **MARKET RESEARCH**

**Rx for the Pharmaceutical Marketer: Preventive Marketing**  
by Dominick J. Mazzoni. February, page 16.

Mr. Mazzoni, now director of marketing, human health products for Spain, was at the time of this article, director, product planning, Merck Sharp & Dohme International. Mr. Mazzoni offers a formal screening technique to "help reduce the 'failure to success' ratio" in the assessment of new product opportunities in the ethical pharmaceutical industry.

YOU'LL FIND SOME  
SURPRISES IN THE  
PAGES OF  
MODERN MEDICINE '73

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**Copy and Concept Testing: A Seminar**

June, page 7.

In 1972 Kallir, Philips, Ross, Inc. developed a seminar program to help their staff and their clients keep abreast of all the many changes affecting the marketing and promotion of pharmaceuticals. The first subject selected was ad and concept testing: what it can accomplish, how to use it correctly, and pitfalls to avoid.

**Marketing Information Retrieval with Interactive Access and Display**

by Frederick T. Icken and Robert T. Dann. September, page 33.

Concerning a new computer-based information service called MIRIAD, which was originally conceived out of a conviction that much more could be learned from marketing research audits than was possible using monthly reports.

**Forecasts and Myths**

by James A. Donahue Jr. December, page 18.

Mr. Donahue, president of R. A. Gosselin & Co., reviews some of the forecasts and myths concerning the future of the pharmaceutical industry, and offers facts and figures to dispel those myths.

**MARKETING**

**Marketing Information or Misinformation?**

July, page 9.

Another *MMM* special: a roundtable discussion initiated and formulated by Edward Roseman, vice-president of marketing at Wallace Pharmaceuticals, who acted as moderator. Sudler & Hennessey was the host agency; participants included Edward P. Bacsik, Michael Bongiovanni, Max A. Ferm, Robert G. Gouterman, Sidney W. Hess, Ph.D., Thomas Sheahan, Norman J. Suslock, and Joseph T. Waters.

**A Marketing Profile of United States Hospitals**

by William Richard Campbell. August, page 11.

Mr. Campbell, director of sales, American Hospital Association, defines the hospital market, discusses sources of information, methods of improving sales effectiveness, advertising effectiveness, and current market trends which may affect marketing efforts.

**The Marketing of Pharmaceuticals—Drug Distribution**

September, page 11.

The second in the series of seminars held by the Kallir, Philips, Ross agency in New York City. Participants included Irving Rubin, R.Ph., John J. Fenstermaker, and Calvin Probst, R.Ph.

**Marketing Information or Misinformation? II**

November, page 11.

The second in a series of roundtable discussions sponsored by *Medical Marketing & Media* with Sudler & Hennessey, Inc. Edward Roseman served as moderator, and participants included: Herbert J. Conrad, Robert T. Dann, Robert G. Gouterman, Robert H. Hensel, Franklin T. Osgood Jr., Walter Recknagel, John L. Robinson, and Kenneth M. Webb.

**MEDIA EVALUATION**

**A Model for Selecting and Scheduling Medical Journals**

by Lewis G. Pringle, Ph.D., and Hal Walton, M.B.A. January, page 9.

A description of the BBDO optimizing model, Mediamax, within which marketing objectives, strategy objectives, and vehicle delivery capabilities are integrated into a logical and coherent selection procedure.

**A New Look at Advertising Page Exposure**

by Mark Harris and Lee Slurzberg. February, page 11.

A synopsis of the art of measuring advertising effectiveness, with a rationale for the continued measurement of APX and the technique of choice for its measurement.

**PRESCRIBING/PRESCRIPTIONS**

**The Economics of Bulk Purchases of Certain Prescription Drugs by Retail Pharmacies—A Study**

by Charles L. Braucher, Ph.D., Jeffrey A. Kotzan, Ph.D., and F. Niles Dover, M.S. January, page 19.

This study had as its objective the determination of whether the prescription department of the average community pharmacy is saving or losing money by purchasing certain prescription drugs in large or bulk sizes, rather than the popular size, when the cost of carrying the merchandise is considered.

**A Study of Relations of Physician Specialty, Medical School, and Prescribing Patterns**

by Dewey D. Garner, Ph.D., Mickey C. Smith, Ph.D., and Robert L. Mikeal, Ph.D. March, page 15.

The approach to prescribing patterns in this study involved the testing of two hypotheses: "the prescribing pattern of general practitioners is no different than the prescribing pattern of specialists"; and "the prescribing pattern of general practitioners is independent of their school of graduation."

**Albany College of Pharmacy 16th Annual Prescription Survey**  
by Rinaldo V. DeNuzzo. April, page 9.

"The doctor of medicine continues to be the dominant

*continued on page 30*

force as a prescriber. The 1971 survey shows that of 14,083 prescriptions, physicians initiated 96.3 percent."

**An Attitudinal Investigation of Consumer Prices**

by Christopher A. Rodowskas Jr., Ph.D., and W. Michael Dickson. August, page 31.

An experiment which places prescription prices in the same psychological arena with a variety of other consumer expenditures.

**Pharmacists' and Physicians' Attitudes Toward Removal of the Prohibition on Brand Substitution: a Comparative Study** by William C. McCormick, Ph.D., and Robert W. Hammel, Ph.D. October, page 27.

Using both personal interviews and mail questionnaires, the authors examined the attitudes of both groups directly involved in the brand substitution controversy.

**PRODUCT MANAGEMENT**

**Product Management**

by George E. Jones. May, page 21.

The product manager's functions, the problems he is faced with, and some suggestions to help develop a better coordinated system.

**PUBLIC RELATIONS**

**Why Doesn't the Editor Like Your News Releases?**

by Gideon A. Marken. April, page 28.

Mr. Marken, director of public relations for Hal Lawrence Incorporated, Palo Alto, California, gives his views as to the do's and don'ts of preparing news releases.

**The Selection, Care and Feeding of Public Relations Counsel** by Gideon A. Marken. November, page 34.

Public relations is becoming "an increasingly important communications tool for explaining the firm to its many publics, and explaining these publics to management."

**RESEARCH**

**Research Management and the Cost of Drugs**

by John Corboy Ryan, M.D., and William F. Foster, M.R.C.G.P., D.C.H., D.A. December, page 9.

The authors state that the high cost of research and development can be brought down because "the whole concept of research management is still lacking in many pharmaceutical organizations," and they proceed to show how and why.

**SALES**

**Farmhouse Salesmen Grow Better**

by Edward Roseman. May, page 7.

The sales force at Wallace Pharmaceuticals is only five years old. The story, by the vice-president of marketing, of how the new and unique program evolved, and why it is successful.

**Personality Profile as a Determinant of Success in Pharmaceutical Sales**

by Richard H. Adler, M.S., R.Ph., and Steven Strauss, Ph.D., R.Ph. October, page 9.

Can success in ethical pharmaceutical sales be predicted through knowledge of a man's personality profile? The authors believe that industry's idea of what makes a successful salesman might be subject to examination.

**NEW!**  
**"CLINQUIZ"**  
Self-assessment test for  
doctors — only in  
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## Account Executive

Advertising agency in midtown New York City needs Account Executive experienced with all phases of marketing and advertising of ethical drugs. Our staff knows of this opening. Write to Box 59, Medical Marketing & Media, 870 High Ridge Road, Stamford, Conn. 06905.



**Dennis C. Fill** elected executive vice-president, operations, the Squibb Corporation; **George P. Maginness** elected executive vice-president, staff;



Fill



Davis

and **D. Barry Davis, M.D.**, elected president of E. R. Squibb & Sons, Inc., the company's largest subsidiary, and a group vice-president and director of Squibb Corporation.

**Robert R. Victorin** and **John M. O'Brien** have been named senior vice-presidents of Cliggott Publishing Company, which publishes *Consultant*, *Chronic Disease Management*, and *Resident-Intern Consultant* magazines. Mr. Victorin will be in charge of administration and marketing, and Mr. O'Brien will become publisher of *Consultant*. **Preston C. Williams**, vice-president and director of Western advertising, has also been named national advertising manager of *Consultant* magazine, and **William J.**

Victorin



O'Brien



Williams



Miller



**Miller**, also a vice-president of Cliggott, has been named publisher of both *Chronic Disease Management* and *Resident-Intern Consultant*. **Richard T. Cliggott** is president of the Hackensack, New Jersey publishing firm, which was established three years ago with the publication of *Consultant*; *Resident-Intern Consultant* began publication in January, 1972, and *Chronic Disease Management* was acquired by the firm in April, 1972.

**John W. Simmons** has resigned his post as executive vice-president and chief operating officer of Becton, Dickinson & Company, to become president, chief executive officer, and director of Morton-Norwich Products, Inc. Mr. Simmons succeeds **Daniel Peterkin Jr.**, who will continue as chairman of the board of Morton-Norwich.

**John H. Stevens** named executive vice-president of the Deltakos division of J. Walter Thompson. Duties will include management of all accounts served by Deltakos, which had billings of \$30 million in 1972.

**Kenneth L. Hall** named director of the New York County Medical Society, succeeding **Robert D. Potter**, who will

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